



# media management

Breaking the glass ceiling and  
achieving media management  
excellence

**fray**college  
of Communications

# media management

Duration: 6 weeks online eLearning

More and more studies are finding that women-owned and run organisations have an edge when it comes to innovation, and that women's organisational participation leads to better business decisions. This innovative driving force is needed now more than ever before, and the media industry is no exception.

Yet, despite global strides towards organisational transformation, most newsrooms are still dominated by men, with women still under-represented in the ranks of editors, managers, board members and decision-makers. Join us and learn from the real-world experience of women who have shattered the glass ceiling to lead the industry, well able to rise to the challenges of the current media environment.

## OUTCOMES AND GOALS

- Managing vs. leading
- Managing change to retain staff and motivation
- Understanding and capitalising on your role in the organisation
- Interpreting financial reports
- Seeing the various departments as a whole
- Understanding and capitalising on your strengths and addressing shortcomings
- Strategic and practical human resource management

## COURSE DESCRIPTION:

Do you think you have what it takes to step onto the next rung of your career ladder? Being an excellent media practitioner isn't enough if you want to rise through the ranks and implement real policy change and transformation in your newsroom or organisation.

As a manager, you must be able to supervise and motivate employees, managing your human resources while still operating with sound business sense to reduce costs and increase the profits of your organisation. As a manager, you don't just bridge the gap between operations and business; you apply general principles of management to the unique context of a media-specific business.

This means honing your skills in a way that serves your end goal, focusing on planning, organisation, and control – all within the framework of journalistic best practice and ethical media operations, from content gathering, creation, production and distribution.

The media industry is constantly changing, and as a manager you need to adapt and evolve, growing as the sector and its audience does. You will need strong business, managerial and strategic skills to lead your team to success, and at fraycollege we want to help you become the best manager that you can be.

This course, developed with the World Association of Newspaper's (WAN-IFRA) Women in News programme, draws on the experience of women newsroom leaders from across the continent and the world to hone your skills and implement solutions to advance yourself, your team and your workplace. Our case studies and hands-on training and mentorship will put you on track to transforming the newsroom and the media industry.

Media practitioners from across Africa and into Asia have benefited from this training as they step up to become the best leaders they can be. The course material is also available in Arabic, Khmer and Vietnamese.

# media courses

Master key media concepts and gain in-depth knowledge that will help you keep pace with the latest trends and new technologies

## LEADERSHIP

- Media Management

## FUNDAMENTALS

- Presenting Story Ideas
- Research for Journalists
- Mastering the Press Code
- Writing for Journalists
- Social media for journalists

## WRITING

- Writing Winning Proposals
- Column Writing

## REPORTING

- Court Reporting (South Africa)
- Specialist reporting

## LAW AND ETHICS

- Introduction to Media Law
- Online Ethics for Journalists

## AUDIO AND VISUAL

- The Ultimate Radio Sales Course
- Introduction to Podcasting



### CUSTOMISED COURSE PROGRAMS

We know your organisation is unique, and that means your training should be too! At **fraycollege** we will work closely with you to customise training programmes, offering you tailor-made interventions that meet your personal and organisational learning needs.



### SETA FUNDING FOR YOU OR YOUR TEAM

**fraycollege** deals with five Sector Education and Training Authorities (Setas) and can assist you in obtaining funding for your leadership and communication training programmes.



### GROUP DISCOUNTS ON SELECTED COURSES

Take advantage of our special group rates and discounts when you book three or more spots on a course and ensure that your entire team reaps the benefit of our world-class **fraycollege** training programmes.

# about **fray**college

**fray**college provides short courses and qualifications in journalism, as well as communication training to all sectors and industries across the African continent and beyond. Over the past 14 years, we have refined our programmes to ensure our learners gain theoretical knowledge and practical skills in line with national, regional and international best practice.

Our **fray**college facilitators are qualified industry experts with a passion for learning, training and information sharing. The college operates under pan-African impact communication firm **frayintermedia**, which boasts media specialists and a newsroom that produces traditional and new media content.

Our dynamic training courses are offered both online and in person, based on the latest learning trends and developments within the South African and international training sphere. The **fray**college trainers and facilitators have worked with groups and individuals for more than a decade across 31 African and Middle Eastern countries, training participants in journalism, communication and social media skills in line with the latest global trends and standards.

## our **team**



### **Paula Fray**

CEO

Paula Fray has worked in media for more than three decades as a journalist, editor, trainer, and media manager. Paula was the first female editor of the Saturday Star newspaper in South Africa. She is currently the managing director of the pan-African media training organisation **frayintermedia**, which she founded in 2005. The organisation has trained journalists, media leaders, civil society organisations, government officials and corporate leaders during its decade-long existence.

She is President of The New Humanitarian news agency, a board member of Africa Check and of Accountability Lab SA. She is a Print and Digital Media SA fellow and a public representative on the Press Council of South Africa.

Paula graduated with a BJourn degree from Rhodes University and has a Woman and Law Certificate from UNISA. A recipient of the prestigious Nieman Fellowship at Harvard University, she is a former member of the Nieman Foundation Advisory Board at Harvard.

### **Dr Sandra Roberts**

Academic Head



Dr Roberts heads **fraycollege**. She has worked in media development for over 18 years and was lead developer of the learning materials and contributed to the EISA of the new Journalism Certificate. Dr Roberts specialises in the development and application of practical journalism and communications training.

Most recently she was research and academic head of **frayintermedia**, before which she was the Centre Manager of the Centre of Excellence in Human Development at the University of the Witwatersrand. She was previously the Writing Unit Manager of the Institute for the Advancement of Journalism and the Head of Research of Media Monitoring Africa. Dr Roberts has her degree in Information Science, her honours and Masters (cum laude) in Sociology and her D Litt et. Phil in Sociology.

# our clients



**fraycollege** has been an excellent sounding board for Media24 in terms of strategy, the approach we should be taking in terms of learning and development. They have become a true business partner as they understand our organisation and its needs so well

Adam Cooke  
Head: Media24 Academy  
Media 24

fraycollege, has provided Soul City with training for story writing, column and formal report writing as well as web and online skills. They have provided these high-quality services timeously and at an effective cost.

Phinah Kodisang  
Chief Executive Officer  
Soul City

fraycollege is a professional and efficient organisation and we recommend their services, we have been more than happy with the service we've received

Kate Skinner  
Executive Director  
SANEF

**fraycollege**  
of Communications



**+27 84 900 0344**



**+27 11 888 0140**



**info@fraycollege.com**



**www.fraycollege.com**